



Massachusetts Downtown Initiative



## **2015 FEBRUARY WORKSHOP ANNOUNCEMENT**

### **What is Community Branding & Wayfinding? How can they revitalize your Downtown?**

Where and what is your town center? How does a visitor know that they have arrived there? And what image does your community want to visually and thematically shape and position? Across the Commonwealth of Massachusetts, these questions are being asked by communities wanting to long-term enhance and invigorate their town center or downtown with increased commerce and tourism. Underscoring a *pride of place*, both the public and private sectors are seeing the benefit of making resources available to build up a civic brand and identity while reinforcing it with better signage and wayfinding elements.

The consultant Mark Favermann of Favermann Design will use interactive exercises and in-depth presentations to illustrate the various elements that enable branding and wayfinding. Best practices will be stressed in regard to community image building, descriptive logo or logotype creation, wayfinding structures, appropriate fonts, letter size, colors and fabrication methods. As these elements are part of the streetscape, they will be visually and organizationally presented in the context of a holistic approach to street furniture, street hardware and even public art. A number of ongoing projects will be presented as well.

**Date:** February 24, 2015 (Snow date: March 5, 2015)

**Time:** 8:30 AM – 3:30 PM (lunch provided)

**Where:** The Saltonstall Building  
100 Cambridge Street  
Boston, MA 02114

**There is no charge for this workshop.**

**AICP Continuing Education Credit: This workshop has been submitted for AICP Certification Maintenance (CM).**

**Register Online:** [HERE](#)

**Registration Deadline is February 20, 2015**

**For information contact: Emmy Hahn 617.573.1364 or [elizabeth.hahn@state.ma.us](mailto:elizabeth.hahn@state.ma.us)**